



*"Ratings make
them sign
the first time—"*

*"But it takes
results to make
them renew"*

**Latest
METRO PULSE**

WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

**Latest
AREA PULSE**

WHB first all day, WHB first 263 out of 288 quarter-hours. 25 second place $\frac{1}{4}$'s, none lower. Mon.-Sat., 6 a.m.-midnight.

**Latest
AREA NIELSEN**

WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

**Latest
HOOPER**

WHB first all day with 42.2% of audience. June-Sept., 4-month average Mon.-Fri., 7 a.m.-6 p.m.; Sat. 8 a.m.-6 p.m.

at WHB ... 87% renewal

87% of WHB's largest billing local accounts in 1955 ... renewed in 1956.

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station programming quality attracts tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results station*. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from BLAIR, or WHB General Manager, GEORGE W. ARMSTRONG.

WHB

10,000 watts—710 kcs
Kansas City, Missouri

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President